The influence of tactile stimulation in online product evaluation

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THE INFLUENCE OF TACTILE STIMULATION IN ONLINE PRODUCT EVALUATION

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Why do this research ?

Internet and online consumption create new opportunities for customers to experience products through tactile devices (Brasel & Gips, 2014). Beside, consumers need to touch product before purchasing (Peck & Childers, 2003) and intangibility induces an immaterial barrier that makes consumer suffuring of the absence of direct contact with the product (Spence & Gallace, 2011).

Main objective

The present research investigates tactile stimulation in online contexts. Our focus is to explore the influence of interface touch depending on the observed product tactile cues.

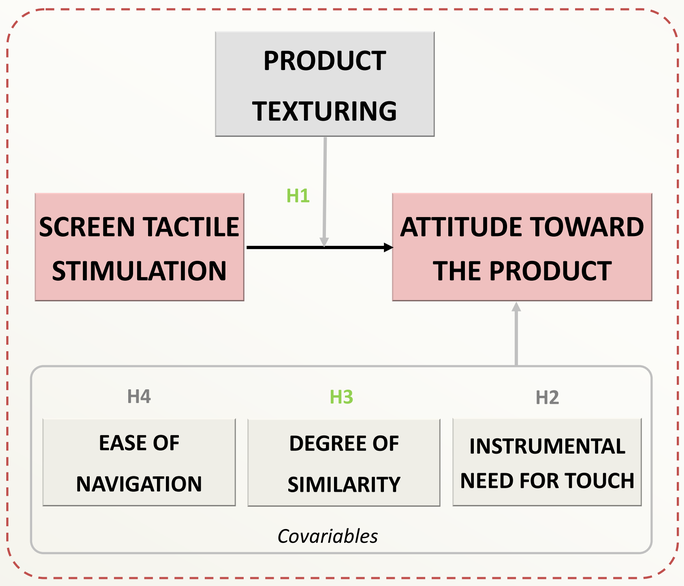
Contribution

We contribute to the literature in sensory marketing by empirically testing in an online environment, the effect of various tactile stimuli from the device and the product on attitude toward the product.

MATERIAL & STIMULI

⇒ 2 screens textures: rough and smooth
⇒ 2 products: rough and smooth
⇒ 3D product visualization
⇒ 87 participants
⇒ 3 minutes for browsing one product
⇒ Online questionnaire filled on a computer

RESEARCH MODEL



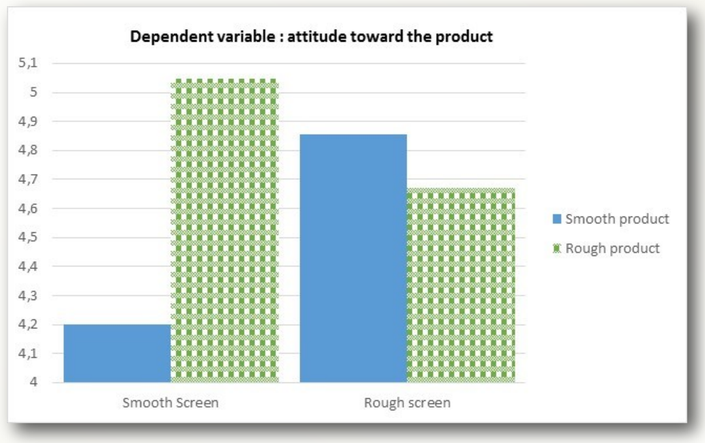
H1: Product texturing moderates the relationship between the tactile stimulation and the attitude toward the product. *Validated*

H2 : Consumers with high (vs. low) Instrumental NFT will have a more (vs. less) positive attitude toward the rough (vs. smooth) product. *Rejected*

H3 : The more realistic the product manipulation is perceived, the more consumer's attitude toward the product will increase. *Validated*

H4 : The more navigation is easy through the interface, the more consumer's attitude toward the product will increase. *Rejected*

MAIN RESULTS



A reverse effect of texturing product and screen is observed.

H1 & H3 are confirmed. Smooth screen increases attitude toward the rough product and rough screen increases attitude toward the smooth product ($F(1,86)=4.78$, $p<0.05$). Then, realism impacts positively attitude toward the product ($F(1,86)=11.24$; $p<.001$)). Our results confirm past literature concerning the effect of touching a smooth interface when online shopping: in this case, consumers prefer product with tactile cues. However, the results are not consistent across the type of tactile stimulation produced by the touch-based device. **Results emphasize that tactile stimulation is not considered by the online consumer as a piece of information concerning the rough product presented on the screen.**

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